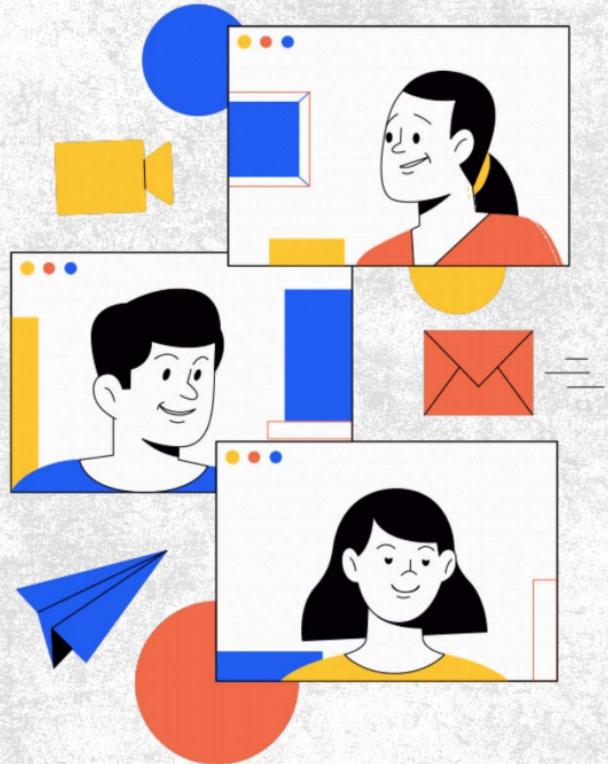


User Persona Presentation

BY - GROUP NO. 4





What are User Personas?

User personas are **fictional**, detailed profiles representing target users based on research. They help design user-centered solutions by outlining user goals, needs, behaviors, and pain points.



Persona - 1



Name: Rohan Sharma

Age: 34

Education: MBA in Project Management

Hometown: Bengaluru

Family: Married, 1 child

Occupation: Director

"Efficiency is doing things right; effectiveness is doing the right things."

Goals :

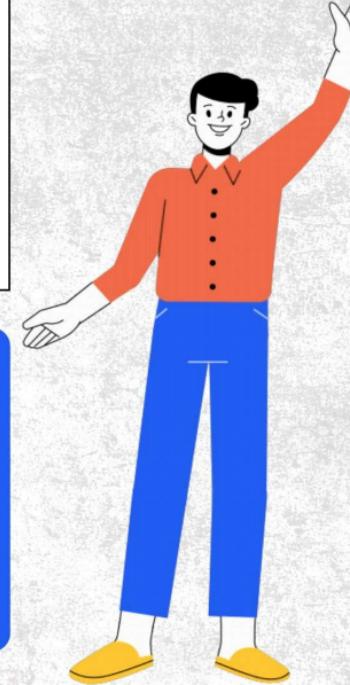
1. Streamline team workflows.
2. Ensure on-time project deliveries.

Frustrations :

1. Lack of real-time progress updates.
2. Difficulty in integrating multiple tools while brainstorming.

User Description:

Rohan oversees cross-functional teams and struggles with task delegation across platforms. He needs a centralized tool to enhance team collaboration and monitor progress seamlessly all together.



User Story

Persona 1 - Team Leader (Rohan Sharma) :

- **As a/an : Team Leader**
- **I want to : Use a centralized platform to delegate tasks and track real-time progress**
- **So that : My team can meet deadlines efficiently and avoid project delays and efficiently work with new ideas**

Persona - 2



Name: Ananya Singh

Age: 27

Education: BA in Graphic Design

Hometown: Jaipur

Family: Single

Occupation: Graphic designer
(Employee)

"Creativity thrives on organization."

Goals :

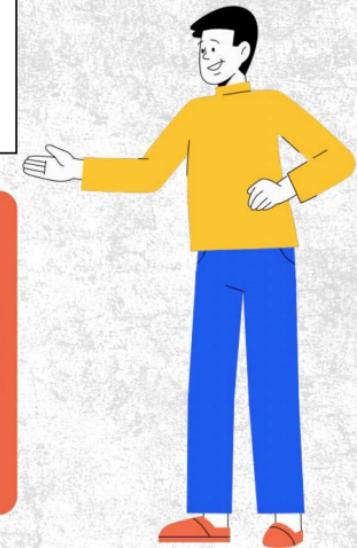
1. Organize and prioritize multiple design projects efficiently.
2. Get reminders for revisions and submissions.

Frustrations :

1. Difficulty managing multiple deadlines for different clients.
2. Complex navigation can slow down adoption among creative teams.

User Description:

Ananya is managing multiple projects needs a flexible, visually driven system that integrates with design tools, and helps track deadlines efficiently. Primary goal is to have seamless collaboration with clients and teams.



User Story

Persona 2 - Graphic Designer (Ananya Singh) :

- **As a/an : Designer**
- **I want to : Organize my design projects, track deadlines and receive clear feedback**
- **So that : I can stay on top of revisions, collaborate efficiently and deliver high-quality work on time.**

Persona - 3

"The best tools make the hardest jobs simple."



Name: Vikram Mehta

Age: 40

Education: B.Tech in IT Management

Hometown: Hyderabad

Family: Married, 2 kids

Occupation: IT Systems Administrator

Goals :

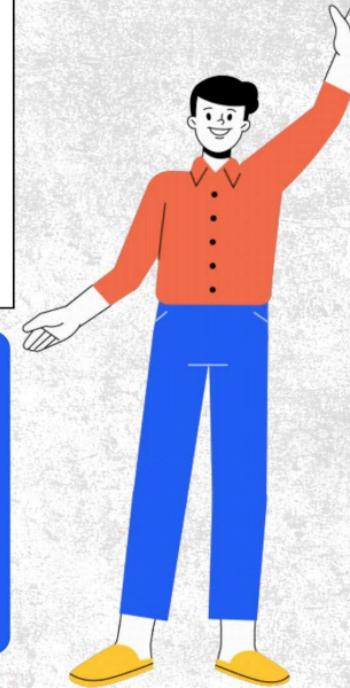
1. Ensure secure integration of task management tools.
2. Minimize downtime in team collaboration, should be easy to assign tasks to different teams without navigating much.

Frustrations :

1. Complex setup processes for new tools.
2. Lack of customizable options for team-specific workflows.

User Description:

Vikram supports teams by implementing tech solutions. He needs a reliable, secure, and easily integrated task management system that adapts to company-specific needs.



User Story

Persona 3 - IT Administrator (Vikram Mehta) :

- **As a/an : IT Administrator**
- **I want to : Have a secure and customizable task management tool**
- **So that : I can ensure smooth implementation without disrupting team workflows**

Persona - 4



Name: Priya Verma

Age: 30

Education: MBA in Marketing

Hometown: Pune

Family: Single

Occupation: Marketing Manager at an FMCG Company

"Planning is the bridge between an idea and execution."

Goals :

1. Manage campaign timelines and deliverables.
2. Coordinate effectively with cross-functional teams.

Frustrations :

1. Delayed updates from creative teams.
2. Tracking multiple campaigns simultaneously.

User Description:

Priya leads multiple product launches and marketing campaigns. She needs a task management platform with Kanban boards and real-time updates to ensure smooth coordination and timely execution.



User Story

Persona 4 - Marketing Manager (Priya Verma) :

- As a/an : Marketing Manager
- I want to : Track campaign progress and collaborate effectively with teams
- So that : Campaigns can be launched on time without miscommunication